



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

Course Code	Course Name	Teaching Scheme (Hrs/week)			Credits Assigned			
		L	T	P	L	T	P	Total
ITC7053	E-Commerce and E-Business	04	-	-	04	-	-	04
		Examination Scheme						
		ISE		MSE		ESE		
		10	30	100 (60% Weightage)				

Pre-requisite Course Codes	ITL45 (Web Programming Lab)	
After successful completion of the course, student will be able to:		
Course Outcomes	CO1	Analyze, design and implement e-commerce system.
	CO2	Understand the marketing and business strategies.
	CO3	Understand the concept of payment system done in e-commerce.
	CO4	Identify the challenges of e-business and define the e-business structure.

Module No.	Topics	Ref.	Hrs.
1	E – commerce:-Introduction to Ecommerce Definition of e com, different types of e com, Examples of e com E commerce trade cycle, Advantages and disadvantages of e com, Traditional commerce Vs E commerce.	1	02
2	Overview of Hardware and software technologies for E-com Client side programming (Dreamweaver ,Front page), Server side programming(PHP) , Data base connectivity, session tracking, middle ware technologies from e-com perspective and security aspects wrt to ecommerce, integration of web services	1	08
3	Payment System for e-commerce Traditional payment model, Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, smart cards.	1,4	08
4	E – Marketing Strategies Value chain , Working of e – market , Transactions at e – market , Strategies for marketing for selling on the web – Advertising supported , advertising subscription mixed model , fee for transaction model Sales and Promotions Strategies for Purchasing and support activities.	2	08
5	E business :-Introduction to e-business Definition of e business, Characteristics, elements of e business, e business roles, Impact of e business, challenges of e business,	4	04



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	difference between e-business, e commerce.		
6	Developing e-business models E-business structure, Evolution of e –business and its stages , E–business models , Characteristics of Internet based software and e-business solutions.	1,4	03
7	E-business strategies Strategic planning process, SCM , CRM , ERP ,procurement	1,4	07
8	Design and development of an business website a) Building an e-commerce website. :- SDLC, system design ,Issues involved in designing a website , Pre requisites required for designing in–house website, steps involved in web site development ,e-business and web site development solutions, security issues involved and analyzing website traffic--- Case study b) Analysis and design–(Work flow management, process modeling , data modeling), UI design ,use case design , information architecture, security concerns.	4	08
	Total hours of instructions		48

References:

1. Henry Chan , “*E-Commerce Fundamentals and application*”, Wiley publication
2. Gary Schneider , “*Electronics Commerce*”, Thomson Course technology
3. Parag Kulkarni , Sunita Jahirabadkar, Pradip Chande ,”*E–Business*”, Oxford Higher Education , Oxford University Press
4. Dave Chaffey, “*E–business and E – commerce Management*”, 3rd edition, Pearson.
5. Laudon ,”*E commerce*”.
6. David Whitley , “*E-Commerce Strategies, Technology and applications*”, Tata Mc Graw Hill
7. Introduction to E-commerce Elias Awad.